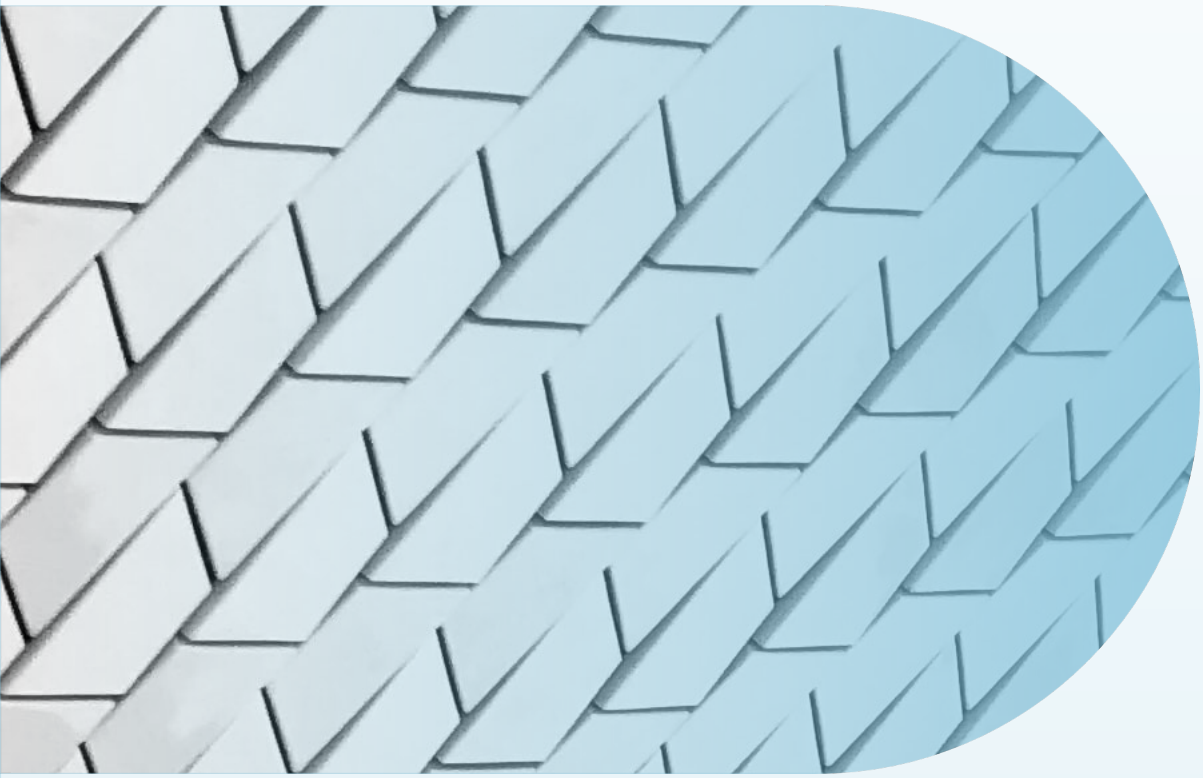
Bytecode IO

Bytecode Case Study:

Easy Metrics



Easy Metrics provides a cloud-based business intelligence system that helps companies with labor-intensive operations to identify and optimize their labor costs while providing significantly greater management insight into labor-intensive processes.

The Opportunity: Helping Workforces Work Smarter

For many organizations, their largest expense is not their materials or locations, but their people. However, legacy processes and siloed data sources can make it difficult for HR and operations teams to get full visibility into their labor, preventing them from being able to track productivity, optimize employee utilization, and control costs.

Easy Metrics helps fill in the gap by delivering a comprehensive data platform that enables deeper insight into employee utilization and productivity using granular data from across the organization. However, as the company scaled its product offerings, it discovered that its data solutions were unable to keep up with the organization's growing need to manage extremely large data sets. Data was costly to store and maintain while lacking the processing speed the company required to offer more advanced analytics.

In addition, Easy Metrics wished to develop new dashboards it would be able to use to help customers drive new efficiencies in its warehouse. Because the new dashboards would need to leverage both current and historical data, Easy Metrics required a data architecture that could quickly and easily process and analyze detailed real-time and historical data. Its previous solution could only provide summarized data and couldn't leverage intraday data, preventing users from being able to use recent data to understand new challenges to their business.

The Solution: BigQuery and Looker

As a Cloud SQL user, Easy Metrics worked with Bytecode IO, the #1 Google Cloud Platform data partner, to understand its Google-powered options for improving its data stack for high-volume, extremely large datasets.

Bytecode IO provided recommendations for how to migrate Easy Metrics' analytics query workload from Cloud SQL to BigQuery in order to improve analytics query performance and scalability. Bytecode IO then worked closely with the Easy Metrics data team to create and implement a complete solution architecture, including setting up the foundational architecture in BigQuery, automating data ingestion pipelines, and connecting BigQuery to Looker as its business intelligence platform.

The Results: Making Workforce Metrics Even Easier

Thanks to Bytecode, BigQuery, and Looker, Easy Metrics now has the data architecture it needs to power the next generation of its platform:

- Easy Metrics can now easily digest and process intraday data, enabling its platform to provide both detailed insights into current, recent, and historical data.
- Rather than wait up to 48 hours for its last data set to be available, customers can now access this data in near real-time to quickly uncover issues or opportunities with its workforce.
- Now that its data is powered by BigQuery, its Looker dashboards are far more efficient, allowing the company to embed customer-facing dashboards directly into its core product for increased customer functionality and new monetization opportunities.
- Thanks to its streamlined data ingestion and augmented analytics capabilities, Easy Metrics was able to demonstrate significant improvements to its platform's advanced analysis capabilities, allowing the company to land a major new customer account.
- With its new data stack, customers can get the insights into their workforce operational data that they need to save time and money, improve efficiency, and increase operational throughput.
- In addition to embedding Looker dashboards into its customer-facing platform, Easy Metrics plans to use Looker's Explore Assistant AI capabilities to give customers the ability to uncover new insights using natural language prompts.

Results At A Glance:

Unified data systems into BigQuery for real-time insights and improved decision-making over large datasets

Automated data ingestion to save time, reduce errors, and empower customers with self-service analytics

Developed new dashboards that enhance visibility into key metrics like operational productivity